

A monthly magazine devoted to the collecting, preservation and literature of the old-time dime and nickel novels, libraries and popular story papers.

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Vol. VII

December, 1938

No. 81



Reckless Ralph

GRAND CONFLAGRATION AT THE MUNRO PLANT IN 1876

Complete Destruction by fire of the publishing establishment of Norman L. Munro & Co., "The Family Story Paper," "The Weekly Story Teller," "The Boys of New York," and "Our Boys." completely burned out.

they still live.

"The Great Conflagration (Fire) at 28 and 30 Beekman Street, New York City, on February 3, 1876, the Burn-ing of the Munro Block, appeared in The Sporting New Yorker, which is the continuation of The New Sensation, appeared on the front page, Vol. 6, No. 142, Feb. 26th, 1876. The picture on the front page shows the Munro Block all in flames. Clang, Clang, Clang, rang out the hoarse notes of the fire bells, in the stilly air of night, at about half past eleven o'clock in the evening of the second of Febru-ary. "Fire?" The cry aroused the Fire Department to a sense of its duty, and before many clapsed the engines came minutes dashing came down Beekman Street and it was discovered that the publishing house of N. L. Munro & Co., was in flames. The fire it seemed, had broken out in the bindery which was on the third floor of No. 30, and after a stream of water was played into the room the flames had been apparently overmastered having done a damage of about \$100. Then the engines returned to their houses, the firemen went home to sleep, leaving only two pa-trolmen to watch the entire double building.

But the flames had not been extinguished. The fire flend had been scotched but not destroyed. Like a giant it lay back for some hours, only to gather strength for a new attack which was to be a fatal one. The fire which all the while, unknown to the patrolmen, had been smouldering under heaps of papers in the bindery, suddenly burst forth at about six o'clock of the morning of the third with overwhelming irresistible force. There is no fire more dangerous than the one which breaks out a second time and so it proved in this case. Several windows had been broken in the first fire and these let in a violent draught which fanned the flames to fury. Almost instantly, the entire upper stories of both buildings were one mass of fire and the patrolmen were forced to flee for their lives. A general alarm sounded and a dozen engines ordered to the scene of the conflagration, yet it was thought that the men, nor even inconvenience. We had

whole block would fall a victim to the voracious, devouring elements. As it was, the firemen saw that both buildings occupied by the extensive establishment were doomed, and bent their energies to save the neighboring edifices from destruction. In this they were successful.

Our illustration gives a moderate idea of the scene presented to the view of the spectator at this moment. It was a terrible, yet a magnificent sight. The morning was clear and cold and the gale of the previous day had abated none of its fury. Aided and abetted by the icy wind, the flames shot forth like huge flery serpents from the roof and windows struggling to reach the very heavens. Above the burning buildings a thick canopy of smoke hid from view the bright blue winter sky and spread a funeral pall over the scene and rendered the flames more lurid in appearance. The streets were blockaded by the engines, and around the spot a vast mass of people going to their daily toil had gathered. gazing awe-struck and with sorrowing hearts at the destruction of the establishment from which had issued, in unceasing flow, what had afforded them and their homes so much of instruction and delight, and wondering whether those favorite publications would be continued, or be buried beneath the ruins of their home.

About this time, Mr. N. L. Munro, the head of the firm, arrived at the the head of the hirm, arrived at the scene of the disaster. One glance at the fiery monster that was devouring in a moment what it had cost him years to rear, and then he ejaculated: The fire can destroy everything, but it cannot take away from me the circulation which was a constant. culation which my papers have gained, or interrupt the delight with which each successive issue is hailed by the millions of my readers. This disaster shall not cause a moment's cessation or delay in the publication of a single number." His orders were quick, prompt and decisive. While the flames were still raging, his staff of authors were replacing the burnt manuscripts, his compositors setting up type, his engravers, electrotypers, and pressmen were at work and, as every one put his shoulder to the wheel and worked with a will, the desired result had been happily accomplished.

No reader missed his particular favorite journal on the day when it should appear, and, as far as they were concerned, the misfortune produced for them neither disappoint-

no doubt that our readers and those of the papers issuing from this establishment will appreciate the energy which enabled Mr. Munro, assisted by his efficient partner, Mr. Frank Tou-sey, to this miracle of undaunted pluck, and will reciprocate these ef-forts by urging their friends, and every one they know, to become readers of and subscribers to their paper, and thus roll up a circulation double, and even treble as much as it was before the fire.

The conflagration was finally, and this time effectually, extinguished at about 10 o'clock a.m., and then the ruins presented a truly beautiful appearance. As by the wand of a magician, the cold, cutting wind had converted the dripping water into stalactites of irridescent ice, and the front of the building, which remained standing, looked like a fairy grotto. Thousands of people passing by paused to look in admiration at the winter palace reared up before them as suddenly as was Aladdin's palace in the "Arabian Nights," and as exquisite in its weird beauty. But, alas? the beauty was all on the outside. The interior presented but a scene of havoc and desolation. The editorial room was the only apartment partially saved from the flames; the rest was chaos. A glance at the stock room presented but a mass of burnt and damaged books and paper. Proceeding upwards we next come to the electrotyping rooms and the bindery. Both these departments were wholly ruined, and all the costly machinery used here will have to be replaced anew. The next floor to this was occupied by Morris, compositor, and Mr. Orvens, foreman of the press-rooms. These were completely destroyed, and as for the top floors, occupied by Mr. Patterson, our engraver, and Mr. Jackson, the compositor, nothing but the burnt beams and the sky above stared us in the face.

To sum up everything the fire was a disaster which entailed a severe pecuniary loss upon Messrs. Munro & Co., but which in no wise injured their papers. Like the famed phoenix in the fable they arise from the ashes with renewed life, renewed courage, and renewed vigor. Let it be emphatically known that they still live, and that it takes more than a dozen such catastrophes to cow their indomitable spirit. Therefore, kind readers, let us all be thankful that no lives were lost by the disaster, and let us resolve, wise; for she has developed a very you as well as us, to do, in aiding great talent for writing, if one can

Messrs. N. L. Munro & Co., our utmost to make "The Family Story Paper," "The Weekly Story Teller," "The Boys of New York," and "Our Boys," even more successful than ever.

TONY HART, OF HARRIGAN & HART

The first glimpse of the above portrait remind us of the "Mulligan Guards" in all their glory as without the ludicrous antics and comic singing of. Tony Hart, that famous song, and march, would lose half its charm. Tony Hart, the friend and partner of Ned Harrigan, is well known to all theatre-goers who love to look upon the funny side of human nature as depicted on the stage. There is not a boy in New York but knows him "like a book" and loves him like a brother, and all for the simple reason that Tony can sing well, and, more than that, is a young, good-looking fellow, with a kind heart - a heart that can feel for another. We believe Mr. Hart is now rusticating by the seaside, but soon our friends will have the pleasure of meeting him face to face upon the stage, in conjunction with his ever popular companion, Ned Harrigan. When that time arrives. perhaps somebody will laugh. shall see.

MISS BESSIE TURNER

We publish on this page a letter from Miss Bessie Turner to Messrs. N. L. Munro & Co., who gives to the readers of The New York Weekly Story Teller, a picture of Miss Bessie Turner in their first number. Miss Bessie Turner is known, by name at least, to the greater portion of the reading public in this country and England through her connection with the Beecher-Tilton case. This young lady was adopted by Mr. and Mrs. Tilton when she was very young, and received not only the advantages of a liberal education, but the influences of a refined and pleasant home. Her testimony during the trial was, to say the least, startling and decidedly prejudicial to Mr. Tilton, and thus she was again thrown entirely upon her own resources, which, we think, is more to her advantage than otherjudge from her first story which is in the possession of the publishers of The New York Weekly Story-Teller. With their characteristic energy, Messrs. N. L. Munro & Co., secured the services of Miss Turner at once. and her serial (which is one of the most exciting and interesting we have ever had the pleasure of reading), is the result of her labors since the close of the famous trial. The story is entitled "Circumstantial Evidence; or, The Verdict of Society," and we venture to predict that this story alone will secure an enormous number of readers to The New York Weekly Story-Teller, more especially the paper itself is sold at a popular price of Five Cents. We advise all our readers to secure the first copy of The Weekly Story-Teller, and promise them that they will be amply repaid by a perusal of Miss Bessie Turner's more than wonderful story.

.... WHAT DIME NOVELS ARE

(A Memphis paper referring to a recent Dime Novel, written by a Memphis man, says of it and of Dime Novel Literature): "No wonder these publications succeed so well. The publisher pays the author a fair price for his work, while the publishers of magazines do not half nor quarter pay the writers that work for them, but grab all the profits and proceeds themselves. They look upon writers as drudges, and hence none but drudges will write for them. A good article is hardly ever found in a magazine now. They are unmitigated trash and nauseating drivel. The miserly and unfair dealing of those "respectable" publishers have driven all promising young writers away from their leaden literature, and consequently driven all readers except a few of the full, respectably heavy and stupid sort, who cling to old forms and old ghosts of things. This is the great cause of the decline, the atraphy of the magazine literature of the country. You might look in vain through the pages of magazines like Harpers for five years at a stretch, to find such a description of scenery as this": And then follows a long quotation from the novel.

Without advertising to the justice or injustice of the strictures on current magazine literature, we can say that "Beadles Dime Novels" series comprise more thoroughly good and sterling historic romance than any series ever issued in America, at any

price. These novels, prepared with exceeding care by authors of unquestioned merit, are a standing rebuke to those who pronounce all cheap books trashy and ephemeral. If Fenimore Cooper were today alive he would be called upon to write his best for the Dime Novel Series. We know it is the fashion in certain quarters to belittle this truly great series of National American Romance; but, considering the magnificent success of that series. the publishers can afford to pity these detractors, whose best excuse their misstatements is their entire ignorance of the books they disparage. (This article was taken from the Badles' New York Saturday Star Journal. Volume 3, No. 155, February 29, 1873.)

STREET & SMITH ITEM By J. Edward Leithead

Robert Emmett Owen was one of the artists for Street & Smith's colored cover weeklies. He did several covers for late issues of Diamond Dick, Jr., Weekly, two or three each for Nick Carter Weekly and Buffalo Bill Stories in the higher numbers, quite a few for Brave and Bold, and some for the S. & S. 15-cent libraries. He did most or all of the covers for Motor Stories, and the stories themselves were the work of W. Bert Foster. When the Boys of Liberty Library, published in paper-back form by Street & Smith, were issued in a cloth-bound edition of about 32 numbers by the publishing house of David McKay, Robert Emmett Owen and Charles L. Wrenn did many of the frontispieces which illustrated each volume.

BITS By C. B. Hamilton

Tip Top Weekly, No. 273, Frank Merriwell's Glory; or The Greatest Triumph of all. Outside cover on inside.

Frank Merriwell's Glory: or, Last Triumph At Old Yale.

No. 274—Frank Merriwell's Surprise; or. The Contents of the Oil-skin Envelope, on the outside, and on the inside—Frank Merriwell's Surprise; or. The Secret of the Oil-skin Envelope.

No. 285-Cover does not fit the story. A baseball game on the cover. Should have been football. No baseball in story whatever.

PARTIAL LIST OF 1938 MEMBERS Nos.

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FORTUNES LEFT BY BRITISH WRITERS

By Wm. J. Benners

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Notice-It is understood that Joseph H. Grantham is operating under other names as well as his own, some of the names, Oscar Johnson, Herbert Lawson, etc., "Far West Library." If Mr. Grantham, alias Oscar Johnson, Herbert Lawson, and "Far West Li-brarfy," keep on, they'll ruin the novel hobby. So, fellows, you had better look out for Mr. Joseph H. Grantham, alias Oscar Johnson of Lawnsdale, Calif., or you'll lose your novels.

Things seem to be booming in boy's paper circles in England just now, with the Newnes-Pearson group getting active, and the Amal. Press retaliating with the new Modern Boy, Wild West, and other boy's papers. etc.-Wm. H. Gander.

Reckless Ralph's Dime Roundup will be eight years old, January, 1939, and I'm planning to have a real number this year, but must have support, in order to have a real number, like we all really want, so, "What do you say, fellows, if we all get together, and have a real honest-to-goodness 'Birthday Number'." Ad rates are as follows: Full Page-\$2.00, Half Page-\$1.10. Quarter Page-75c. Let's make this number the BEST of them all.



CHRISTMAS GIFT-SUBSCRIPTION

Now's the Time To Give Your Friends a Gift For Christmas-or a chance to get other subscribers who may be interested, so here's your chance to get a little on the side. If you get Five New Members, send \$3.00 to me, and keep \$2.00 for your work, and you have your 1939 Subscription and Membership Free. Can you beat it? You have till February 1st, 1939.

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ROY E. MORRIS 221-6th St. SW., Mason City, Iowa

INFORMATION WANTED

I lack only the following data to complete my lists of the Beadle publications, which are needed for bibliographic purposes. Any information will be appreciated. When the book is published it will be of greater value if there are no missing titles.

Beadle's Half-Dime Library. Name of author, title and sub-title of Nos. 1166, 1169,

Beadle's Fifteen Cent Novels. Names of authors and titles of the whole series except Nos. 21 and 22. Does anyone possess any copy before No. 21?

Beadle's Standard Library of Romance. Authors and titles of all EXCEPT Nos. 2, 3, and 4.

Beadle's American Sixpenny Publications (London edition of the yellow-backs.) Were there more than 68 published?

Beadle's Boy's Books of Romance and Adventure. Are there any numbers higher than 21?

Irwin's American Novels. Names of authors of Nos. 8, 9, 10, 11, 13, 14, 15, 17, 20, 22, 24, and 29. Names of authors as well as titles and sub-titles of Nos. 21, 27, 28, and 31.

Would also like to have data on the publications of Beadle before 1860, in Buffalo. He published The Youth's Casket and The Home Monthly (the latter is NOT Beadle's Monthly, published later.) I need dates of beginning and ending of these two publications.

Information relative to Beadle authors also desired.

Dr. Albert Johannsen, University of Chicago, Chicago, Ill.

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